

Minutes of  
CHEROKEE COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
November 29, 2011

The Cherokee County Tourism Development Authority met at 8:00 on November 29, 2011 in the meeting room of RBC Bank.

Members present were Eric Carlson, David Wood, Gil Hargett, Karen Nash, Danny Slucher, Callie Moore and Phylis Blackmon. Absent was Candy Roberts.

The meeting was called to order by Eric Carlson. After a moment of silence and the pledge to allegiance, Eric Carlson welcomed guests Erika Wood, Mike Sheidy, Ed Cloud and Tom Rodeck.

After motion made by Karen Nash, seconded by Eric Carlson and unanimously adopted, the minutes of the October 27, 2011 meeting were approved.

The agenda was unanimously accepted.

Eric Carlson stated that Candy Roberts reported a balance of \$55,527.00.

A discussion of a letter to the NC Cooperative Extension Service thanking them for assistance with the strategic planning process was tabled until a future meeting.

A discussion was held regarding a possible business license for businesses responsible for collecting occupancy tax. Eric Carlson reported that he had discussed this with County Manager Randy Wiggins who doesn't think a business license is the appropriate action. Mr. Wiggins stated that the finance office is diligent in searching for businesses that run ads. Eric Carlson was asked to invite the person responsible for collecting occupancy tax to the next meeting.

Motion was made by Karen Nash, seconded by Gil Hargett and unanimously adopted, approving a request of \$129.60 for office supplies for the Cherokee County Welcome Center.

Motion was made by Gil Garget, seconded by David Wood and unanimously adopted, to approve paying the \$60.00 registration fee and mileage reimbursement at the rate allowable by IRS for Phylis Blackmon to represent the TDA at the Smoky Mountain Host annual meeting in Cherokee.

Phylis Blackmon presented a proposal from the Cherokee County Chamber of Commerce for the operation of the Cherokee County Welcome Center for the year 2012. After discussion, motion was made by Karen Nash, seconded by David Wood, and unanimously adopted, to table the discussion pending a more detailed proposal, with a line item breakdown, with Candy Roberts being involved in the discussion.

Ed Cloud and Tom Rodeck presented a proposal from the Andrews Chamber of Commerce for the operation of the Andrews Welcome Center for the year 2012. After discussion, motion was made by Karen Nash, seconded by Danny Slucher, and unanimously adopted, asking them to revisit the numbers and resubmit their proposal.

A discussion was held regarding the TDA assisting the Andrews Chamber of Commerce in a proposal to the Department of Transportation requesting that their Chamber be housed at the DoT rest area. After motion made by Callie Moore, seconded by Karen Nash and unanimously adopted, the Andrews Chamber was asked to draft a letter to the NC DoT inquiring about getting space at the rest area, with the TDA, the EDC and the county commissioners being asked to sign off on the request, then taking it to the DoT as a joint effort.

It was agreed that the next meeting of the TDA would be Monday, December 19, 2011 from 2:00 until 4:00 in the RBC meeting room.

The next item on the agenda was a further discussion about local convenience stores carrying the Cherokee Scout. It was agreed that Gil Hargett would write a letter for the TDA to review at its next meeting.

Eric Carlson stated that Bryan Hughes had asked to address the TDA regarding a business development website he is working on. After discussion, it was agreed that this is an issue more appropriately addressed by the EDC rather than the TDA.

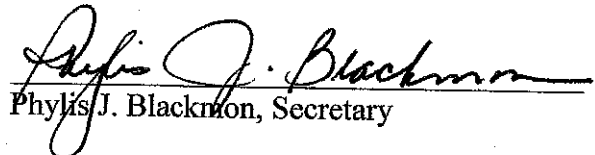
Callie Moore offered to type and submit notes from a previous TDA meeting regarding the tourism categories and priorities discussion during the strategic planning sessions.

The next item on the agenda was a discussion of a Forest Service proposal regarding Laurel Creek Access. After a thorough discussion, it was agreed that some members of the group will initiate discussions with various community leaders in Clay County, and that some members will write letters to the Forest Service protesting the proposed road.

Gil Hargett recommended that the TDA begin planning for the 2013 Freestyle Kayak Championships. A discussion was held regarding inviting community members to participate in planning events.

It was decided to not participate in advertising on the Southern Highroads map.

There being no further business to transact, the meeting was adjourned.

  
Phyllis J. Blackmon, Secretary

APPROVED:

